

1 Amendments to the Claims:

2 This listing of claims will replace all prior versions, and listings, of claims in the
3 application:

4 1. (Currently Amended) A method of marketing to a mobile user of an electronic device,
5 comprising the following steps:

6 a. selecting an electronic device connected to a wireless communication device
7 capable of connecting to a computer wide area network;

8 b. selecting a server connected to said computer wide area network;

9 c. determining the physical location of said electronic device when said electronic
10 device is connected to said computer wide area network and transmitting said physical
11 location information to said server;

12 d. determining the network identity information and the network connection activity
13 information of said electronic device when connected to said computer wide area network
14 and transmitting said network identity information to said server;

15 e. creating a user file on said server containing said network identity information of
16 for said electronic device, the said physical location information of said electronic device,
17 and said network connection activity information of said electronic device when connected to
18 said wide area network;

19 g. reviewing said user file to determine if said electronic device is within a target
20 advertising region of an advertiser;

21 h. selecting advertising material to be sent to said electronic device using said
22 network information, said physical location information, and said network activity informat
23 in said user file moving within the desired for an advertiser desiring to advertise to mobile

1 ~~users traveling through the target advertising region; and,~~

2 i. transmitting without a request from the user said advertising material to said
3 electronic device when said electronic device is connected to said computer wide area
4 network and moving through the target advertising region ~~using said network identity~~
5 ~~information I in said user file .~~

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7 2. (Previously cancelled)

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9 3. (Previously amended) A method of marketing, as recited in Claim 1, wherein the step (b)
10 of determining the physical location of said electronic device is accomplished using a global
11 positioning satellite system which provides global coordinate information of said electronic
12 device when connected to said wide area network.

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14 4. (Previously amended) A method of marketing, as recited in Claim 1, wherein said step (c)
15 is carried out by a wireless modem connected to said electronic device and used to
16 communicate with said wireless telephone network, said wireless telephone network capable
17 of determining the physical location of said wireless modem when connected to said wireless
18 telephone network and moving throughout the region served by said wireless telephone
19 network

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21 5.(Previously cancelled)

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23 6. (Previously cancelled)

1 7. (Currently amended) A method of marketing, as reciting in Claim 1, wherein the step (e)
2 (d) further includes of determining the web sites and files visited by a user of said electronic
3 device. ~~is carried out by determining the existence of "cookies" on said electronic device.~~

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5 8. (Previously cancelled)

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7 9. (Previously cancelled)

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9 10. (Previously cancelled)

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11 11. (Previously cancelled)

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13 12. (Previously cancelled)

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15 13. (Previously cancelled and now re-submitted) A method of advertising as recited in Claim
16 1 wherein step (c) of determining the physical location of said electronic device is carried out
17 when said electronic device is connected to said computer wide area network.

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19 14. (Currently amended) A method of marketing, as recited in Claim 1, wherein said step (c)
20 of determining the physical location of said electronic device is carried out by a cellular
21 telephone system capable of determining the physical location of a cellular telephone used to
22 connect to said computer wide area network.

1 15. (Previously cancelled)

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3 16. (Currently amended) A method of marketing, as recited in Claim 15, wherein said step ~~(a)~~
4 ~~of identifying~~ (d) of determining the network identity information of said electronic device is
5 accomplished by determining the numerical network address assigned to said electronic
6 device [by said server] when connected to said computer wide area network.

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8 17. (Currently amended) A method of marketing, as recited in Claim 1, wherein said step
9 (c) of determining the network identity information of said electronic device is accomplished
10 using a client software program loaded into said electronic device to transmit said network
11 identity information to said server.

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13 18. (Previous cancelled)

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15 19. (Currently amended) A method of marketing, as recited in Claim 1, wherein said step (e)
16 further includes said user file containing server collects personal data of ~~said~~ a user of said
17 electronic device. ~~and adds it to said user file.~~